



CHRIST COLLEGE – PUNE

Academic Year: 2022-2023

Department of Management

Activity Report

Type of Activity: Industrial Visit

Venue: CG Market

Date of the Activity: 08 May, 2023

Activity Coordinator: Mr. Santosh Lal



ABOUT THE INDUSTRIAL VISIT TO CG MARKETING PVT LTD

On May 8th, 2023 students of Second Year BBA (IB) of Christ College, Pune went on an industrial visit to CG Marketing, Pvt Ltd with the objective of learning the applications of academic knowledge they learn in the subjects they study on a regular basis. Students of Second Year BBA (IB) with college faculty arrived at the destination of the visit at 11.00 AM and the industrial visit started at 11.15 AM. The students were greeted by employees at CG Marketing Pvt Ltd. Mrs. Deborah welcomed the students at the warehouse and gave a quick insight into the working of the warehouse, explaining the branches of CG Marketing Mumbai and ROM (Rest of Maharashtra) and other information like the types of products they store at their warehouses, the processes of order those product from the manufacturing facility and how the inbound of these product takes place and maintained over the time over the time until meeting their next destinations i.e. retail stores.

Objective

1. To provide students with an opportunity to witness the practical implementation of warehousing concepts studied in class.
2. To provide insights into the role of warehousing in the broader context of supply chain management.
3. To educate students about safety protocols and practices within a warehouse setting.

Learning outcome

1. Observed how different warehousing strategies and techniques are applied in a real business setting.
2. Was informed about the processes involved in receiving, storing, managing inventory, and dispatching goods within a warehouse environment.
3. Students got an opportunity to ask questions, gain insights, and learn about career prospects in the warehousing and logistics industry



ABOUT CG MARKETING PVT LTD

CG Marketing Private Limited is a Non-govt company, incorporated on 20 May 1999. It's a private unlisted company and is classified as a company limited by shares. The group's vision is to become a 3PL (Third Party logistics) provider - serving the manufacturing and retail sectors. Enhancing the client's supply chain by offering excellent services across distribution, transportation, C&F services (Carrying and Forwarding services), and warehousing. Providing clients with services that meet or exceed their expectations and needs, while striving for continuous improvement. A true extension to the client's business. Building long-lasting relationships with Ethical Business Practices and trying to follow ethical business conduct to achieve our goals. By being transparent, sincere, and honest to our clients and to our employees. Quality Consciousness focuses on the on-time delivery of products.

They invest in infrastructure and people to continue growing our business. They provide our employees technology they need to improve on their performance. Believing in 360-degree feedback from our clients. Respect for People The organization encourages suggestions, complaints, or grievances from employees concerning the employer-employee relationship, which contributes to achieving a harmonious working relationship within the organization.



Deep

Circular / Notice / Brochure

Requesting for warehouse visit

Department Management

Dear Sir,

Greetings,

Chitai College, Pune promotes the holistic development of its students and provides them with opportunities for a practical understanding of theoretical knowledge. As a part of their academic curriculum, they are expected to carry out industrial visits/field trips/study tours, etc. We have around 75 students in second year Business Administration - International Business. Our students would like to see the activities that happen in a warehouse and also to get an idea about the software used to manage the activities happening there. We understand that your esteemed company is having a large number of warehouses in Pune. We shall be highly grateful to you if you can permit our students to visit a warehouse near Viman Nagar, Pune, and help them understand the operational processes and gain a general understanding of the software that is used in the operation. We would like to visit the warehouse on or before Thursday (04.05.23). Expecting a favorable response from you.

Thanks and regards,
Department of Management
Chitai College, Pune

debra

It would be a pleasure to educate and share information with future talent. However, the date you mentioned is too short a notice to manage this big a group.

Appreciate if you could plant it for next week, so we can plan better and ensure the students have a great learning experience.

Thanks,

Debra D
GM-MR
CG Marketing Pvt.Ltd.

Sure, will do that.

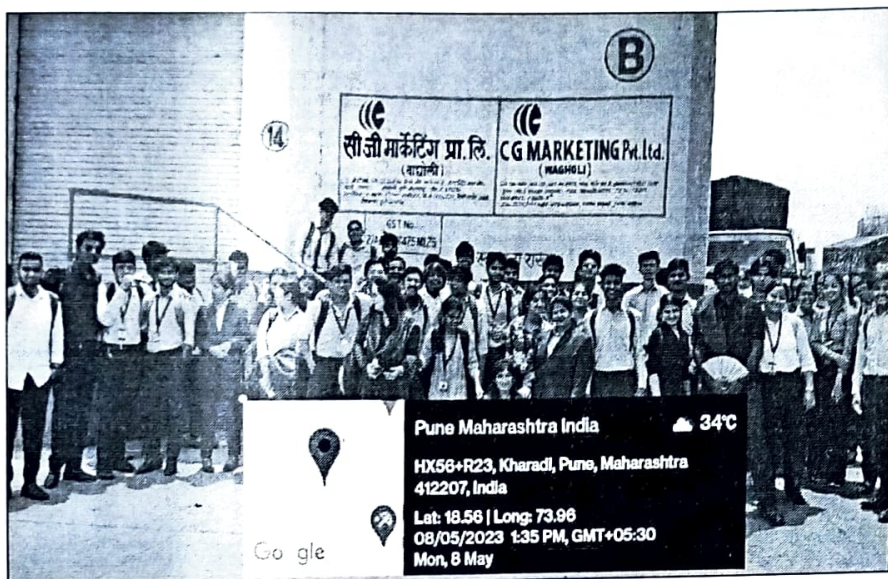
Noted

Not interested



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Geotagged Photographs



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ATTENDANCE RECORD

Department of Management
To: Head of the Department

Sl. No.	NAME	SIGN
1	Pratibha Shivaji Patil	
2	Laxman Shivaji Patil	
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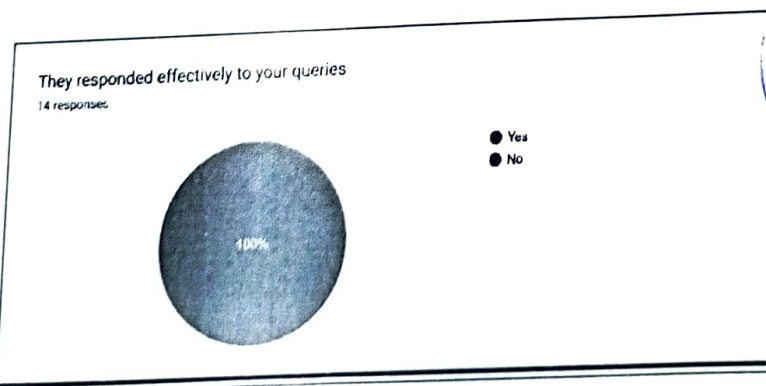
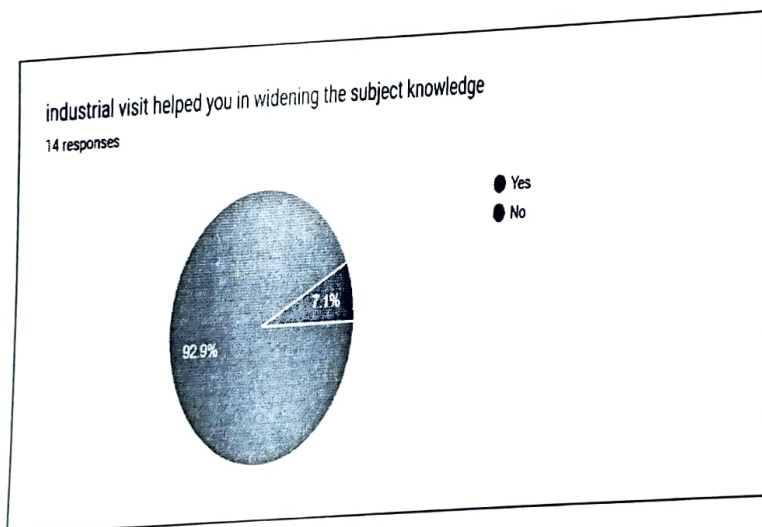
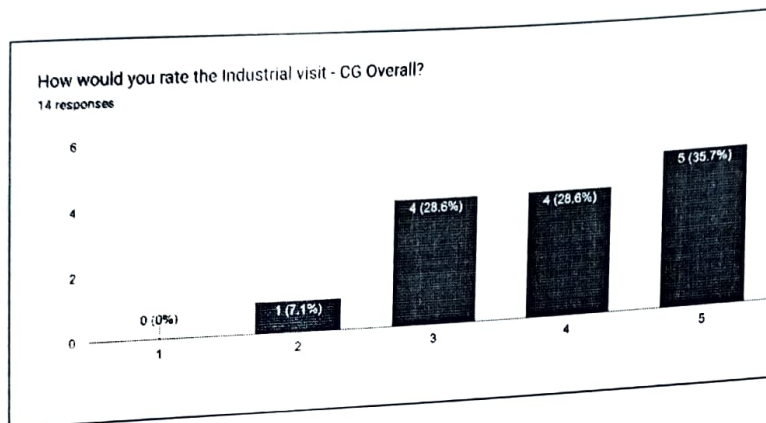
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Sign
In charge



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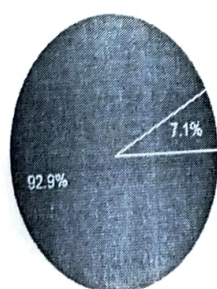
- 35.7% students commented that the industrial visit was helpful
- 70% students felt that the industrial visit widened their subject knowledge
- 100% students felt the session was effective
- 100% students felt that the queries were answered
- 70% felt that the session was organized in an effective manner



Day

Staff of Training Centre presented and demonstrated the processes in an organised manner?

14 responses



- Yes
- No



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